

SYSTEM AND METHOD FOR DELIVERY OF SHORT-TIME DURATION VIDEO SEGMENTS

ABSTRACT OF THE DISCLOSURE

A system and method for efficient delivery of video segments. One
5 embodiment relates to the delivery of short-time duration video segments. The video
segments may be delivered as part of a media-rich interactive program guide (IPG) or for
some other application.

The system and method provides a viewer with access to a video segment
starting at its beginning (or any other selectable point within the video segment). Such access
10 may be provided using a server-centric interactive technique. The server-centric technique
may involve use of a demand-cast system and method. Demand-cast messaging may occur
between a session manager, transport stream generator, and terminal. For example, a video
object on a screen may be activated by a viewer using a remote control for a terminal.
Activation of the object may cause transmission of a request from the terminal to a session
15 manager for a video segment corresponding to the object. In response to the request, the
session manager may initiate a process to accomplish delivery of the video segment from a
transport stream generator to the terminal.

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